utomotive Baily News

PASSENGER TRUCK TRACTOR ACCESSORIES

Vol. 2. No. 119. Automotive Daily News Publishing Corporation

NEW YORK, MONDAY, FEBRUARY 15, 1926

Entered as second-class matter Aug. 27, 1925, Post 10 Cents, \$12 Per Year Office, N. Y., N. Y., under Act of March 3, 1879, 10 Cents,

FEDERAL AID FOR **ROADS DEMANDED DESPITE TAX CUT**

A. A. A. and Affiliated Clubs Supporting New Measure

WASHINGTON, Feb. 13. -The battle to assure the regular Federal aid appropriation during the years 1928 and 1929, in view of the action of the Senate in voting complete repeal of all automotive taxes, was launched in earnest with the opening of the hearings on the Dowell bill before the House Com-mittee on Roads.

The new appropriation measure sponsored by Representative Dow-ell of lowa, chairman of the committee, will be vigorously supported by the American Automobile Association and its 770 affiliated clubs, President Thomas Henry

The Dowell bill also is expected to have the strong support of the Federal Bureau of Public Roads, the American Association of State Highway Officials, the National Grange, the Ameri-can Farm Bureau Federation American Road Buildand the Association.

ers' Association.

The A. A. A. has taken steps to have briefs submitted on behalf of the California State Automobile Association and its twenty-four branches, the Oregon State Automobile Association and its nine branches, the Automobile Club of Washington and its twelve branches, the Automobile Club of Washington and its twelve branches, the Inland Automobile Association of Spokane, the Idaho State Automobile Association, Nevada State Automobile Association, the Utah State Automobile Association, the Arizona Good Roads Association, the Warren District Automobile Club of Bisbee, Ariz.; the Auto Club of Colorado Springs, Col., and the Casper Club of Casper. Wyo. per. Wyo

Persident Henry was expected to be one of the first to appear today before the committee. Among the states from which A, A. A. delegates have already been asked to appear before the committee are California, Illinois, Ohio, Pennsylvania, New York and Maryland. Mr. Henry said:—

said:—
"The reason why action on the Dowell bill, carrying authorizations for 1928 and 1929, is urgent at this session is that the secretary of agriculture is empowered by existing law to make the apportionments to the states six months in advance of the fiscal year to which they apply. The allotment for the fiscal year 1928 would therefore be made on January 1, 1927. It is plain that if this bill is not enacted in the present session, but awaits in the present session, but awaits the next session, it could hardly be enacted into law so as to have the allotment available on the date

O CONSIDER OIL PROBLEMS. Government officials and Leaders in the American oil industry conferred last week when the Federal Oil Conservation Board met in the Department of the the Federal Oil Conservation Board met in the Department of the Interior. In this group we have from left to right: W. S. Farish, president of the American Petroleum Institute; Secretary of War Dwight Davis; Secretary of the Interior Work; Secretary of the Navy Curtis Wilbur; George S. Davison, president of the Gulf Refining Company. Standing in the back, left to right, Henry L. Doherty of New York, and W. C. Teagle, president of the Standard Oil Company of New Jersey.



CHEVROLET SETS JANUARY RECORD

Production of Cars and Trucks Nearly Three Times 1925

Detroit, Feb. 13.—An unprecedented winter demand for Chevrolet passenger cars and trucks necessitated a production last month nearly three times that of January, 1925, it is announced today by W. S. Knudsen, president and general manager of the Chevrolet Motor Company.

The January production was more than 44,000, which eclipses any previous January production

more than 44,000, which eclipses any previous January production in Chevrolet history. Under the tentative February production schedule the company will build more than 51,000 units, or nearly twice the number produced in the corresponding month of last year.

The heavy winter production.

The heavy winter production is the result of demand which Chevrolet buyers have made upon the company's dealers since the announcement by President Knudsen of reduced prices and numerous improvements on the entire Chevrolet line.
Instead of storing reserve stocks

against the requirements of spring business, the dealers report that they are delivering immediately their shipment of cars to waiting

buyers.
Last year the Chevrolet Motor
Company led all manufacturers of three-speed sliding transmission cars by building more than 500,000 units. According to present plans, President Knudsen expects to exceed the 1925 record by a comfortable margin.

M. A. T. A. CHOOSES NEW . DIRECTORS-AT-LARGE

allotment available on the date mentioned.

"A further reason for getting in mediate action by the Federal government is that forty-four of the state legislatures meet in the early part of 1927, at which time they will have to make further provision for their road building programs in 1928.

Detroit, Feb. 13.—At a meeting of the directors of the M. A. T. A. held in Detroit, yesterday noon, the following directors at large were chosen: M. L. Garlock, Lansing, and O. R. Dickerson, Mount Clemens.

A. B. Burkholder, Grand programs in 1928.

NEW BUICK HIGH FOR DELIVERIES

Gain of More Than 18% Chalked Up During 1925

Flint, Mich., Feb. 13 .- Actual deliveries of Buick automobiles into the hands of owners for the year 1925 showed a gain of more than 18 per cent. over the previous year, according to the announcement of E. T. Strong, general sales manager of the Buick Motor Company.

The 1925 figure of 200,042 actual deliveries betters the 1924 figure of 168,920 deliveries by more than 31,000 cars, showing unusual activity in sales and manufacturing by the Buick organization, according to Mr. Strong.

"The 1925 delivery total is a new high record for the Buick Motor

high record for the Buick Motor Company," said Mr. Strong. "It represents the result of great effort on the part of the manufacturing department to meet the heavy flood of orders which poured in during department to meet the heavy flood of orders which poured in during the last five months of the year, when the current models were put into the market. We are well pleased with the gain of more than 31,000 deliveries."

BERLIN MOTORISTS NOW TO PAY ADDITIONAL TAX

Berlin, Feb. 13 .- Motorists here must now pay an annual tax on their private cars amounting to \$200, besides the 4½ cents per ton per kilometer tax on all .machines, as a result of a new city ordinance.

Trucks are also included in the assessment, and will pay about \$100 annually, along with the tonkilometer fee.

The tax on tractors is to be as high as \$600 yearly. One of these machines doing average business will accordingly have to pay around \$1,200 annually toward upkeep of

Senate Action on Tax Vindicates Auto Industry, Asserts Senator Couzens

By SENATOR JAMES COUZENS OF MICHIGAN

(Written for the Automotive Daily News)

WASHINGTON, Feb. 15.—The action of the United States Senate in removing all automotive taxes clearly vindicated the contention of the automotive industry that it already has contributed many times more to the Federal government than the government has contributed to the states in the way of aid in the construction of good roads.

The automotive tax is an unjust tax for many reasons. One of them is that it represented the the means of livelihood of a great number of individuals, who, with small capital, invest in an automobile or truck on the installment plan to gain a living.

ment plan to gain a living.

Transportation by motor truck is the only transportation business that I know of which had an excise tax placed on it. The 2 per cent. tax placed on trucks by the Senate Finance Committee was the most unjust tax of all the taxes found in the bill, and I am sure that the Senate, in voting its repeal, did the only righteous and fair-minded thing that could be done.

Admitting that many/trucks are

Admitting that many/trucks are owned by persons who in all probability can well afford to pay. I know from actual experience that in 1920 and 1921 and in the years following the close of the World War many trucks were bought on the installment plan, costing from \$2,000 to \$3,000, on which a small payment originally was paid.

The owner of the truck not only has to drive his own truck and handle the load it contains, but he has to pay installments and interest on deferred payments and make a living out of the truck. If such a man buys a \$2,000 truck he would have had to pay \$40, or perhaps more thanhe would carn in a week, just for the purpose of enabling the government to collect \$6,000,000 at 2 per cent.

The Senate Finance Committee

The Senate Finance Committee proposed to take \$6,000,000 out of the business of the little truck owners, who are earning their daily bread throughout the country, yet the Senate deliberately agreed to credit estates to the extent of \$85,000,000. This is one of the many inconsistencies that cropped up during the discussion on the revenue bill, and when the broadminded members saw the broadminded members saw the light under the bushel they im-mediately wiped out the truck tax. I protested against the tax on automobiles because we have been

consistently reducing and repealing excise taxes and I could see no justification at all for an excise tax on automobiles any more than on pianos or talking machines or radios

radios.

The absurdity of the situation was apparent when we consider that we place no sales tax on pianos, on talking machines or radios and yet in the case of the automobile, in which millions of Americans are getting outdoor exercise in their little cars that cost from \$300 to \$500 or \$1,000 and having difficulty in maintaining them, the Senate committee proposed to collect from them an average of about \$20 each.

There was not a member of

There was not a member of the Senate who could logically defend the 3 per cent, tax on passenger cars any more than they could logically defend the 2 per cent, tax on motor trucks. They could not defend it because

NASH PRODUCTION **WILL EXCEED 1925**

Company Expects to Make Big Gain; January Ahead

Kenosha, Feb. 13.—Sales of Nash cars for 1926 will reach a volume far beyond the record-breaking in its rolled up in the past) a cording to officials of the case already set a mark 45 per cent. greater than the same n is a year ago, thereby establishing itself as the seventeenth consecutive month—with a single exception—in which Nash has marketed more cars than during the corresponding month of the previous year.

November of 1925 was the one motors company.

November of 1925 was the one exception, when production was temporarily halted to bring into manufacture the new "inclosed car" motor. But December swung

manufacture the new "inclosed car" motor. But December swung back into line with a gain of 52 per cent. over the same month of 1924, making it the biggest December in the company's history. The above figures do not include the Nash-built Ajax. Since production began, the latter part of June, 1925, over 13,000 Ajax cars have been sold. February production plans schedule 3,000 cars. There is every indication that blant. tion plans schedule 3,000 cars. There is every indication that plant operation, now rolling along at a rate of approximately 135 cars per day, will be increased to 200 cars per day during the next sixty days, which will mean the manufacture of 40,000 cars during 1926.

Were the Ajax sales figures for January added to the Nash figures, Nash would show an increase of \$2

Nash would show an increase per cent. over the number of carsold during January, 1925.

DETROIT EMPLOYMENT CONTINUES TO INCREASE

Special from A, D. N. Dotroit Bureau
Detroit, Feb. 13.—Industrial employment here continues to show a steady increase. For the week ended February 9, the Employers' Association reports a total of 266,-106. This is an increase of 2.164 over the preceding week, and 59,-999 over the corresponding period of 1925.

they had abandoned

they had abandoned other sources of revenue more lacrative, much more easily collected, and much less burdensome.

As a consequence, the Senate had but one alternative in the face of these hard, concrete facts, and that was to vote as it did—wiping out all automotive taxes.

SEAMAN BODY TO DOUBLE OUTPUT

To Increase Daily Production to 700; Adds More Men

MILWAUKEE, Wis., Feb. 13.—The Seaman Body Company of Milwaukee will Sides New Hupp double its 1925 schedule of production of closed car bodies during 1926, according to Irving Seaman, secretary and treasurer of the com-

The plant now employs 4,200 workers. This number is to be increased by 1,500 within the next month, it was announced. At the present time the plant is operating on a 24-hour-a-day basis and is turning out 600 bodbasis and is turning out 600 bodies a day. This production is to be increased to 700 bodies daily.

taily.

The increasing popularity of closed cars over the open models, and the increase in the rate of sales evident at the present time are given as the direct causes of the increased production activity.

New equipment is being employed at the plant at the present time to permit the increased production of closed car bodies. Eleven powerful punch presses are being installed for use in the metal body department. These body department. will greatly help in speeding up the production. Five assembly lines were in operation during 1925, but number has been increased to

During the last four years the production of bodies at the Seaman plant has increased by leaps and bounds. Company officials gave out the following figures on pro-

duction since 1922:1922-9,000 bodies. 1823-19,000 bodies. 1824-27,000 bodies 1925-77,000 bodies

Tuesday's announcement indi-cated that the company's schedule for 1926 would call for the pro-duction of over 140,000 bodies.

duction of over 140,000 bodies.

"This is the peak production period in the history of automobile building," the secretary and treasurer of the company explained, in making the announcement. "Indications are that our plant will turn out more than 140,000 automobile bodies this year. We are sure of the spring demand and there is every reason to believe that automobile sales through 1926 will be greater than ever before in the industry's history." try's history.'

To meet the heavy production schedule, the number of workmen in the various assembly lines have been doubled, and in some cases trebled, it was said.

Willys-Overland **Sets New Record**

New York, Feb. 13 .- Previous show sales records of the Willys-Overland Company were shattered during the national show here this year, according to a post-show rewhich indicates that a total

port, which indicates that a total of 594 Overland and Willys-Knight cars were sold during the six days the models were on display at Grand Central Palace.

During the show the Willys-Overland New York city dealers disposed of 252 cars, while the factory branch set a record of 342. On the opening day records show sales of 40 cars, compared with 28 for the first two days of the show last year.

feature of this successful week was the sale of 100 of the new Willys-Knight sixes to the Brown Drive It Yourself Corporation, which is believed to be one of the largest individual retail sales of passenger cars ever made in this

PONTIAC G. M. TRUCK SUES HUDSON REVEALS WASHINGTON G. M. TRUCK

Special from A. D. N. Washington Bureau
Washington, Feb. 13.—The General Motors Truck Company of
Pontiac, Mich., has filed suit
against the General Motors Truck
Company of Washington, Inc., to
prevent further alleged use of the
insignia "GMC" and the words
"General Motor Trucks" and "Genprel Motors".

Export Manager

Detroit, Feb. 13.—The Hupp Motor Car Corporation announces the appointment of Fred B. Sides as its export manager. Mr. Sides has been Hupmobile assistant sales manager since 1919. He joined the comjoined the pany as its office manager eleven

manager eleven years ago.

Charles D. Hastings, Hupp president and general manager, and R. S. Cole, director of exports, in commenting on the appointment, pointed out that the company's recent entrance ino the six-cylinder field has opened up sales possibilities abroad that necessitate a strong export department.

export department. "The possibilities abroad today are visibly greater than they have ever been, owing to the steady improvement in conditions generally and the continued gradual acceptance by the people throughout the world of the motor car as being a fundamental necessity in our modern transportation," Mr. Hastings said. "Some of the more forward foreign countries have embarked on programs of good roads construction that are nearly as extensive, comparatively, as what is "The possibilities abroad today struction that are nearly as extensive, comparatively, as what is being done in America. That construction is doing much to increase motor car sales in those countries.

"During the busy seasons in 1925 our exports reached as high as \$700,000 a month and should approximate, if not actually sur-pass \$10,000,000 for 1926. The pass \$10,000,000 for 1926. The inclusion of a six-cylinder car in our line as a companion to the Hupmobile eight affords us possibilities which are equally as promising for growth abroad as those in this country, where we are planning an increased sale of more characteristics. more than 50 per cent. more cars than our 1925 volume."

ager under Mr. Cole, who joined
Hupmobile two
years ago, after
experiences which carried him throughout the

twenty-two



James I. Phillips has been in charge of service

bile industry

He has had experience in the automo-

AUTOMOTIVE MEN TALK TO INDIANAPOLIS STEEL SOC.

Indianapolis, Feb. 13.-J. Indianapolis, Feb. 13.—J. M. Watson, chief metallurgist for the Hupp Motor Car Company, and G. M. Williams, president of the Marmon Motor Car Company, were the speakers at the recent joint meeting of the Indianapolis chapter of the American Society for Steel Treating and the American Chemical Society here. Mr. Watson spoke on the subject, "Manufacture and Heat Treatment of Auto Parts," and Illustrated his talk with motion picillustrated his talk with motion pic

GAS TAX PROCEEDS

Boise, Idaho, Feb. 13.—Gas tax collections in Idaho during 1925 totaled \$932,064.72, of which approximately \$40,000 will be subject to refund under the terms of the Idaho law, according to Secretary of State F. A. Jeter.

FULL ZONE PLAN

Distributors Make Formal Announcement

Detroit, Feb. 13,—The new price policy of the Hudson Motor Car Company, first announced in the Automotive Daily News last week, has been officially announced by all Hudson-Essex distributors in the following

"We announce an entirely new ystem of pricing motor cars system in which the old familiar phrase 'f. o. b Detroit' becomes a thing of the past so far as we are concerned. Instead of quoting cars
'f. o. b. Detroit,' this firm will
immediately inaugurate an a. y. d.
or 'at your door' system of pricing.
The prices quoted on all Hudson
and Essex cars in this territory will
include freight war tox and could. include freight, war tax and equip-The price we advertise will ment. The price we advertise will be 'the price you pay to drive away'
—or the complete price at which we will deliver an equipped car at any man's residence. Under this revolutionary new system any motorist may read one of our quoted prices and know that it is exactly what a complete car, with equipment and ready to drive, will cost him, delivered at his home.

him, delivered at his home.

"The equipment included will be front and rear bumpers, an electric windshield wiper, rear view mirror, a transmission anti-theft lock, radiator shutters, motometer, and a combination tail-and-stop light. This program includes all new Hudson and Essex cars.

"For many years we have been asked by motorists to adopt this policy. Few people in fact ever have understood what an f. o. b. price was—except that it led them

except that it led them price was—except that it led them to expect to buy an automobile for a whole lot less than was actually possible. They have asked us to price our cars just as they stood ready to deliver. That sounded right, but there have been many difficulties in the way. Now these have been overcome, and we are able to meet this desire of the public.

"Under our exclusive new sys-tem Hudson and Essex cars will be sold like any articles of mer-chandise.
"He will not find that the act-

ual price of a car is a hundred dollars or more above the price quoted. We are confident that this new policy will meet the immediate approval of the buy-ing public.

"The prices quoted in our announcements will be those not only in effect in our own establishment, but in those of all our dealers both in this city and throughout this whole territory. The dealers like ourselves have felt the public demand and are pleased that this modern method is now open to then."

Will Consolidate Velie Factories

Minneapolis, Feb. 13.-With production schedules calling for 7.000 duction schedules calling for 7,000 cars this year, an increase of 35 per cent. over 1925, C. W. Hadden, general sales manager for the Velie Motor Company of Moline, discussed plans for factory consolidation at a meeting of Northwest Velie dealers here.

west Velic dealers here.

Hadden said the selling by the company of the Marion, Ind., factory, and the moving of all equipment to Moline, means that practically all major parts of the car, including front and rear axles, will be manufactured there. will be manufactured there.

"Our new factory will take the Velie out of the assembled car class." Hadden said, "and make it entirely a Velie product. We now have a new motor and several improvements have been made in Bedy lines."

OF BENDIX BRAKE CO.

South Bend, Ind., Feb. 13.—Vincent Bendix, president of the Bendix Brake Company, announces the appointment of M. W. McConkey as vice-president.

236 Stutz Sales At Chicago Show

Chicago, Feb. 13.—"If any doubt existed as to the acceptance of the new Statz safety chassis by the automotive public, Chicago's record of sales performance would dismiss it instantly," said F. E. Moskovics, president of the Statz Motor Car Company, in the cleans hour of Chicago. in the closing hour of Chic National Automobile Show

"New York started it and the cognition of the new Stutz in a position of supremacy was ac-corded it at every show up to this week's overwhelming record. Chi-cago's sales records totaled 236, cago's sales records totaled 236, representing a consumer's valuation of \$778,000. The total record of sales made at all the automobile shows throughout the country is far and away beyond the wildest dreams we may have had of the new Stutz's instantaneous reception and its immediate record breaking success."

Paige Reports Big **Export Increase**

Detroit, Feb. 13.—The tremen-dons increase in the export busi-ness of American automobile manufacturers is strikingly emmanufacturers is strikingly emphasized in figures announced today by the Paige-Detroit Motor Car Company, which reported a gain of 100 per cent. in 1925, over the previous year, while the total gain in the export business of all American car manufacturers was 60 per cent. These figures do not include business with Canada.

The greatest increase in 1925.

The greatest increase in 1925. the Paige company reports, was in Europe and South Africa, both of which took three times as many cars as in 1924. The best individ-ual European customer was Ger-

In quantity Australia was the best market, says the Paige report.

Roland Addresses Northwest Dealers

Minneapolis. Minn., Feb. 13.—
"Automobile companies do not want just dealers, but merchandisers of cars," said R. M. Roland, sales promotion manager of the Willys-Overland Company, addressing 500 Overland and Willys-Knight dealers of the Northwest here Tuesday.

He urged dealers to keep accurate records of their business transactions and to make analysis of business conditions in their communities during the year.

Discussing Northwest business conditions at the meeting, J. S. Pomeroy, vice-president of First National Bank of Minneapolis, said that reduction in banking indebted-

National Bank of Minneapolis, said that reduction in banking indebtedness during the last five years is an indication that business has shown a steady improvement.

Claude H. Paxton, Northwest branch manager, awarded prizes to Northwest dealers who won honors in Willys-Overland sales contests in October and November.

October and November.

BELLINGHAM SHOW DATE SET Olympia, Wash., Feb. 13.—Bellingham (Wash.) automobile, tire and accessory men will hold an automobile show in the armory at Bellingham from February 17 to 20, inclusive.

ADVERTISEMENT

Every 21/4 seconds, somewhere in the world, some one buys a Dunley Tire.

GLOWING REPORTS FROM NORTHWEST

Distributors Predict New Sales Records For 1926

MINNEAPOLIS, Feb. 13. -Record January sales have been reported by Northwest distributors of automobiles at meetings of dealers in connection with the Twin City Auto Show.

W. R. Stephens, sales manager for the Pence Auto Company, Minneapolis, Buick distributor, reported the biggest sales total for January in the history of the company. He used this for a prediction that 1926 will show a heavy gain in Northwest distribution of Buicks.

He made the report at a meeting of 400 Buick dealers from Montana, the Dakotas and Minnesota.

Harry Pence, president of the Pence Auto Company, declared that his company now is about 1,000 cars behind the demand but that production soon would be increased to 1,200 cars a day at the factory. This represents a production increase of about 33 per cent. over last year, he said.

Other speakers at the meeting were Roy Perse, manager of the General Motors Acceptance Corpo-General Motors Acceptance Corpuration, Minneapolis; Guy Brown, vice president of the Campbell-Ewald Company; General Motors advertising agents and H. D. Bullock, sales analyst for the Nation Automobile Dealers' Association.

C. R. Arenschield, manager of the Northwest branch of the Stude baker corporation in Minneapolis, told 250 Studebaker dealers and distributors that 1925 busine the property of the Northwest branch of the Studebaker dealers and distributors that 1925 busine the property of the Northwest branch of the Studebaker dealers and distributors that 1925 busine the Northwest branch beavier total

distributors that 1925 busines showed a 40 per cent. heavier total than 1924 and that 1926 is expected to raise the number of Studebaker cars sold in the Northwest from 5,000 in 1925 to nearly 7,000 this

H. S. Vance, general sales man H. S. Vance, general sales manager of the Studebaker corporation, stated that sales for the first weeks of 1926 are double those of a similar period last year. He predicted that this year would show a heavy increase in sales of Studebaker cars over 1925.

Harvey E. Mack, president of the Harvey E. Mack Company, Minneapolis, Dodge distributors, addressing his thirty-five dealers, declared that last month was the best January in the history of the company.

company.

Speakers at the meeting includ-Speakers at the meeting included R. B. Taney, general sales manager of the Dodge Brothers Motor Car Company; P. L. Dean, manager of the commercial car department, and Tim Baldwin, special representative of Graham Brothers Detroit ral sales Brothers L. Dean, Brothers, Detroit.

Grant Sees 4-Cyl. Car Still in Lead

Spokane, Wash., Feb. 13. spokane, Wash., Feb. 13.—As a result of developments making the four-cylinder cars easier riding and providing better and more economical service to owners, the field for smaller cars is so strong that the tendency towards light six-cylinder cars will not result in displacing the better quality light fours.

This statement was made by R.

better quality light fours.

This statement was made by R.

H. Grant, vice-president and general
sales manager of Chevrolet Motor
Company of Detroit, in an interview
while here. Mr. Grant arrived in
Spokane accompanied by a group of
other Chevrolet sales executives who
are on a tour of the West to conduct
dealer sales meetings.

"We feel that with the smoother
operating car we are now building.

operating car we are now building, a car that gives satisfaction to the customer at a low price within the reach of large numbers of buyers, the light four-cylinder cars will always lead in volume of sales," Mr.

USED CAR SALES GAINING AGAIN

Buffalo Dealers Confident Situation Is Clearing

BUFFALO, N. Y., Feb. 13. BUFFALO, N. Y., Feb. 13.

Buffalo dealers are satisfied with the volume of used car business of the past week, which is showing a gradual improvement, despite disagreeable weather.

This leads dealers to believe that as soon as the weather clears and spring is more in evidence, used

spring is more in evidence, used car sales will border on to boom conditions.

The low price in new cars selling under \$1,000 has affected the low-priced used car sales to a great degree, consequently used cars selling for from \$500 to \$1,000 are in greater demand than those selling under \$500.

than those selling under \$500.

The Halle Motor Car Corporation has reaped a nice harvest from its newsparer campaign on used cars the last week. Postors and hand-bills were incorporated in the campaign to move the stock of used models, with a result that for the last was a substant of the last week. The substant is carried to be substantially a considered to the last of a car have been moving at a state of a substantial s

ditions improve.

"Closed cars, ranging in price from \$500 to \$1,000, are moving in satisfactory volume." Mr. Leek said. "It is the open cars, and cars that sell from \$100 mo to \$500 that require real sameneship to move. We attribute this to the fow cost of medium priced new ars, which does not add any incentive to buyers to take a used car of the ordinary run when they can buy a new one so reasonably priced."

Parking Offer Brings Business SEE EARLIER BUYING

Los Angeles, Cal. Feb. 13 .- Di-

Los Angeles, Cal., Feb. 13.—Direct mail advertising has found another convert in the Cowman Motor, Company, Moon and Diana dealer, 1020 South Figueroa St.

The Cowman Motor Company is located very close to the heart of the downtown shopping district, and therefore has found it profitable to appeal to shoppers, who wish to avoid the downtown congestion, yet who wish to park as near as possible to the big stores without the necessity of paying for parking privileges.

parking privileges.

With a view to reaching these people, the concern mailed out 11,000 postal cards, announcing that it would provide free parking to shoppers, and incidentally mentioning that experts were prepared to wash, polish, oil and content of paying for the dispose of their spring to dispose of their spring that experts were prepared to ush, polish, oil and grease cars. According to Ed L. Erickson,

According to Ed L. Effekson, the percentage of response to the cards, with the business coming to the house, as a result of the free parking privilege, is highly satis-

MINNESOTA LICENSES

St. Paul. Feb. 13.—Nearly two-thirds of the automobiles in Minne-sota are unlicensed for 1926. This was the statement today of Mike Holm, secretary of state, following a check up of applications received and filed. and filed

Approximately 175,000 licenses we been issued, he said, and ap-leations received for 25,000 to 30,000 more. There are approximately 6,000,000 cars in the state.

OVERLAND SHOW CLOSES

Asheville, Feb. 13.—The automobile show conducted by the Asheville Overland-Knight Company, Inc., during the latter half of last week, came to a successful close Saturday night after having registered more than 6,000 visitors. Dealers from East Tennessee, Western Virginia, South Carolina and North Georgia were here to attend the show.

Denver's Show **Comes to Close**

Denver, Col., Feb. 13.-Denver' sful automotive exposition was held in the city auditorium last week. No less than 75,-000 witnessed the show. Sales, according to dealers, far eclipsed the number made-last year, while the

share of attention.

The accessories exhibits showed clearly the consequential role that the parts and accessory manufacturers have played in the development of the automotive industry.

The appearance for the first time in a Western automobile show of the new Paige, Pontine, Ajax, Chrysler. Stutz and Day-Jewett created a sensation which was rivaled in interest only by the ministure Buick, the work of Sam F. Thomas of Alamosa. This reoling of the Standard Six weighted two pounds, four ounces and was thirteen and one-half inches in leagth.

STAR PACKARD SALESMEN DRAW HEAVY REWARD

Special from A. D. N. Detroit Bureau Detroit, Feb. 13.—Ten salesmen of the Packard Motor Car Company's Detroit branch have been awarded bonus checks in amounts ranging from \$1,000 up for making sales in 1925 of over \$100,000 net value. One of them sold over \$170,000 net value, and five of them were credited with more than \$124,000 net each.

The checks were presented by General Manager Wayne S. Pickell of the branch at a dinner given at the D. A. C.

the D. A. C. Packard salesmen to receive them were J. A. Blanchard, C. J. Carlson, S. P. Rockwell, F. W. Drennan, W. C. Kettenring, W. R. Leach, D. W. Logan, E. R. Macauley, R. C. Reich and Henry Whiting.

Packard sales in 1925 were 100 per cent. higher than in 1924, officials state.

SEASON THIS YEAR

Minneapolis, Feb. Minneapolis, Feb. 13.—Due to open winter and other favorable weather conditions in the Northwest, the spring automobile buying season in this territory promises to start several weeks earlier than usual, Northwest dealers in Minneapolis for Twin City auto show stated today.

Minnesota, Dakota and Montana dealers, conferring, with distributions.

dealers conferring with distribu-tors have stated they will be ready to dispose of their spring allot-ments of new cars much earlier

USED CAR SALES BETTER

Canton, O., Feb. 13 .- Dealers in Canton, O., Feb. 13.—Dealers in used car stocks in Canton and nearby smaller towns report slightly better movement of used cars this month than during January, when the market was exceptionally quiet, with but few exceptions

The dealer who is reconditioning his used cars and giving them a coat of paint is finding some demand for the cars, but in instances that the cars, but in instances of the cars, but in instances in the cars of where the cars are accepted on new cars and permitted to stock up in the salesrooms are not moving, according to dealers.

CHEVROLET SALESMEN MEET IN FAYETTEVILLE

Charlotte, N. C., Feb. 13.—Harry O. Foster, sales promotion representative; J. Dudley Withers, used car representative, and P. M. Phillips, district representative, were speakers at a meeting of Chevrolet dealers and salesmen from four-teen counties of the southeastern portion of North Carolina, in the Hotel Prince Charles, at Fayette-ville.

HUMAN BACKGROUND-Two full-breed Indians in native costame and an Indian youngster furnished the unique back-ground for the showing of the new Pontiac Six by the Richards Oakland Company in Detroit recently.



TAYLOR APPOINTED

Kansas City, Feb. 13.—An-nouncement has been made by the nouncement has been made by the Studebaker Riley Company. Studebaker distributor here, of the appointment of A. F. Taylor as general manager of the company. Mr. Taylor, who has been assistant sales manager of the company, will have charge of the wholesale and retail sales, company branches, used car department, service and parts.

RECEIVER NAMED

Columbus, O., Feb. 13 (U. T. P. S.).—Herbert K. Sniff, formerly head of the Sniff Motor Company, has been named receiver for the Scioto Motors Company, Columbus, central Ohio distributor for the Moon and Diana. The receiver plans to continue the business under the direction of the court and later will the company to take over the two lines.

Showrooms.

Those behind the show this year say it will be the most complete ever staged here. That means in addition to all makes of cars sold in the Fort Worth territory, there will be complete line of trucks, accessories, tires, parts, etc., on display.

FORT WORTH AUTO MEN TO EXHIBIT AT STOCK SHOW

Fort Worth, Tex., Feb. 13 (U. P. S.).—The annual automob P. S.).—The annual automobile show of the Fort Worth Automotive Trades Association will be held next month during the Fat Stock Show and Rodeo Contest. The

next month during the Fat Stock Show and Rodeo Contest. The dates for the big automobile display are March 6 to 14 inclusive. The accessory equipment and parts men of Fort Worth will be well represented at the show. These lines will be displayed in the main showrooms.

Those behind the show this

Those behind the show this year say it will be the most com-

CHEVROLET DEALERS' CONTEST

Scattle, Wash., Feb. 13.—After eight weeks of contest the Central Chevrolet, Incorporated, became Chevrolet, Incorporated, became

DEALERS MEET FEW LOSSES IN TIME PAYMENTS

KENOSHA, Wis., Feb. 13. -A total of 95 per cent. of the passenger cars sold in Kenosha are sold on the time payment plan, and only about 1 per cent. of the purchasers fail to complete their payments, according to a survey of the leading dealers here.

In some cases the number of failures averaged less than 1 per cent., but all dealers were unanimous that the plan was a necry one in the business, and all deprecated attempts to discourage the time payment plan to shorten the average time the completion of payments.

"Purchasing articles on the in-stailment plan might be unsatis-factory for some lines of business," declared Ray Stretch, president of the Stretch Motor Company, here, "but it is absolutely essential in the automobile retail business."

the automobile retail business."
George Greiner, president of the Greiner-Nash Company, declared that the wave of automobile buying which characterizes the industry today would not be possible if dealers did not allow "painless" methods to pay for the cars. Full cash payment for a car these days is now the exception, he said.

A. H. Dahl, of the Ford dealership, cites figures, saying that 3,000,000 new cars will be sold in the United States in 1926, 95 per cent. of which, he says, will be on

cent. of which, he says, will be on the installment plan.

VISITS BUFFALO

Buffalo, N. Y., Feb. 13.—R. Mulch, vice-president of the F Motor Corporation, of Flint, Mi-was a recent visitor with Roe & Klinck, Buffalo distributors.

for Economical Transportation



-Truly a Wonderful New Automobile!"

January 26, 1926.

AUSTIN. MINN.

"Improved Chevrolet truly a wonderful new automobile. Amazing improvement noticed in the first five minutes behind the wheel."

M. F. ERDMAN CHEVROLET GARAGE

This is No. 8 of a series of telegraphic reports on the reception of the Improved Chevrolet by dealers and public.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

T L O W C 0 S

TRIANGLE TIRE **DROPS PRICES**

Reduction of 10 P. C. Announced—Others May Follow

Canton, O., Feb. 13.—A reduction of 10 per cent. in price on first-line merchandise, effective immediately, has been announced by M. C. Wyatt, general man-ager of the Triangle Tire and Rubber Company, largest tire-making factory in the Canton

will meet the cut of major manufacturers announced last week, in our first line merchandise, and will also make some adjust-ment in price of our secondary line of merchandise," Wyatt said. Noth-

ing definite was announced in regard to the latter.

No announcement was forthcoming from the offices of the Monarch Tire and Rubber Company at Hart-

Tire and Rubber Company at Hart-ville as to whether this concern would meet the cut or not. It is probable, however, that an adjust-ment will be made this week. Smaller plants located at Car-rollton, Wooster, Orrville, Salem. East Palestine and East Liverpool are expected to announce price re-ductions before the end of the week.

Most manufacturers in this district said they saw no reason for such action on the part of larger manufacturers at this time.

Motor Truck Club Opposes Gas Tax

Motor Truck Club of New Jersey will oppose the two-cent gasoline bill, known as Assembly bill No. 119, and the companion bills, Nos. 177 and 118. This measure would impose a two-cent per gallon gas-oline tax on top of the present fees and would amount to almost \$70 a year for the larger trucks.

The money collected from moor vehicle taxation has always been used for highways, but in the disposition of money as outlined in Assembly bill No. 118 10 per cent. of the amount collected would be paid to the treasurer for gen-bral uses, a part would pay ex-penses of maintaining and repair-ing the free bridges across the Delaware River, administration ex-pense of the Highway Department, pense of the Highway Department, the amount of money authorized by law to the township and borough, the balance of the money to be divided allotting an amount equal to that which is now paid to the several counties, and the remainder retained by the Highway Commission for highways and bridges.

No valid reason has been advanced for this disposition, nor the need of additional revenues from motorists. If the funds are to be used generally and for the benefit of all, then all should contribute, and not a specific class, truck operators contend.

A WORKSHOP ON WHEELS. This typewriter repair room is mounted on a truck and can get to the scene of action in short order. A companion truck carries a sales and exhibition room, besides the dormitory for the crew. Additional luggage is carried in a trailer. This novel plan is being tried out by a firm in Munich, Germany.



G. M. T. C. SHOW TRUCK LINE TO COMMERCE BOARD

Pontlac, Mich., Feb. 13 .- The General Motors Truck Company displayed its whole line of new trucks in front of the Pontiac Board of Commerce Tuesday. There were shown seven trucks. ranging in size from one to fifteen

ranging in size from one to fifteen tons, in the "Big Brute" class.

"These 'Big Brutes' represent the last word in heavy duty truck development," said Otto E. Stoll, president and general manager of the truck company. "They will add considerably to the output of the Pontiac factory. The trucks represent the cumulative experience of 1,000 expert engineers and twenty-four years of truck building."

MACK TRUCK CHANGES ON PACIFIC COAST

Portland, Ore., Feb. 13 (U. T. P. S.) .- H. H. Harwood, who for the past six years has been manager for the Mack International Motor Truck Corporation here, has been promoted to assistant manager of the Pacific division with head-quarters at Los Angeles. W. P. Sheehan, sales manager at the Ta-coma sub-branch, is promoted to the managership of the Portland branch. R. E. Giger, who has been obtain a charter for a corporation cashier for a number of years, is made office manager in Portland. General Transit Company.

Penn. R. R. to Operate Buses

Philadelphia, Feb. 13.-F. J supervisor of motor service. Pennsylvania Railroad, will make application to the Public Service Commission of Pennsylvania for a certificate of public convenience and necessity, permitting him to operate in his own name but on behalf of the Pennsylvania Railroad Company, a bus line be-tween the boroughs of Washington Waynesburg in southwestern Pennsylvania.

Transportation service between these points has for the last forty-eight years been furnished by the Washington & Waynesburg Rail-road, a branch of the Pennsylvania Railroad.

Railroad.

The distance between Washington and Waynesburg by rail is 28 miles and by the highway 22 miles. The present running time by rail is about one hour and forty minutes. The contemplated bus schedules will provide a run of one hour in each direction. Through tickets will be honored on the buses precisely as on the trains, and the through checking of baggage will be similarly handled.

In order to be in a position to handle this and similar situations, steps will also shortly be taken to obtain a charter for a corporation

NOTE INCREASE IN TIRE SALES

Business Reported Better in Columbus and Kenosha

Columbus, O., Feb. 13 (U. T. P. S.).—With rather good weather prevailing for the great part of the week, dealers in tires and tubes in Columbus reported a good demand for both products.

In fact, sales were about 10 per ent, better than the former week, s compared with this time a year so business is about 15 to 20 per cent. better, according to the opin-on of the leading dealers in the Buckeye capital.

Buckeye capital.

The business so far this month is considerably ahead of the trade reported a year, ago, and prospects for the future are good.

Dealers report a decided trend toward balloons as compared with high pressure capings. A majority

toward balloons as compared with high pressure casings. A majority of the dealers report business about 50-50, but in some cases the excess is in favor of the balloons. Sizes in the best demand are 30 by 3½, 32 by 4, 31 by 4 and 33 by 5 in the order named. In balloons the favorite sizes are 32x5.77, 29x 4.40, 30x5.25 and 33x6.

Tube business has been rather

4.40, 30x5.25 and 33x6.

Tube business has been rather good and the volume of business at this time is about 10 to 12 per cent, better than last year. The recent decline in prices, which has just taken place, has not had any marked effect on business so far. It remains to be seen just what effect it will have.

KENOSHA, WIS.

KENOSHA, WIS.

Kenosha, Wis., Feb. 13.—With the first breath of spring just around the corner, tire dealers are beginning to register increasing activity in Kenosha. Four of the six largest dealers report that sales during the past two weeks were better than any similar period since the middle of winter, and they predicted that the season was now beginning to pick up son was now beginning to pick up its stride.

The extensive road-building program which the state of Wisconsin is planning for the coming year is cited as a boon to the use of automobile owners and tire dealers look forward to the biggest spring busi-ness in recent years.

The survey shows that the total percentage of balloon tires sold

The survey shows that the total percentage of balloon tires sold dropped about 5 per cent. during the past two weeks. Of all new tires sold, 75 per cent. are balloons.

PROPOSED BUS LINE IN WIS. MEETS OBSTACLES

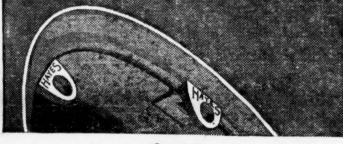
Neenah, Wis., Feb. 13.—Operation of a Green Bay-Milwaukee auto bus line by the American Motor Coach Company of St. Paul may be blocked by the difficulty which the company is encountering in obtaining licenses in cities which the company is encountering in obtaining licenses in cities through which the line must pass on this route. Heavy restrictions are being placed by some cities, and these, together with the lack of encouragement, may lead to abandonment of the project.

MILES RUBBER TO HANDLE WAYNE SALES

Orrville, O., Feb. 13.—Sale of the Wayne Tire and Rubber Com-pany of this city has been acquired by the Miles Rubber Company of Akron, O. The Wayne company produces nothing but tubes, special-iting on a quality gray tube. The izing on a quality gray tube. The factory is financed by local capital and has a daily capacity of 3,000

TIRE DEALER MARRIED

Springfield, Ill., Feb. 13.—E. D. Olinger, one of the proprietors of the Capitol 24 Tire Company of the Capitol 24 Tire Company of this city, Firestone and Oldfield distributor, and Miss Margaret Penick, daughter of Dr. and Mrs. N. S. Penick, were married here on February 6. They left immediately for New Orleans, where they will stay until the Madri Gras, and also visit other cities in the South.



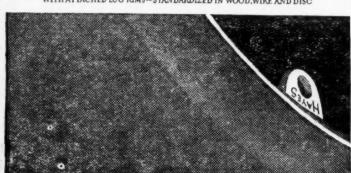
5

Hayes Wheels with attachedlug rims are the turning point in making sales, because they offer exclusive wheel improvements that motorists want. They eliminate rim squeaks, eliminate torn valve stems, distribute driving strains, save time in tire changes, save tire wear, save service expense. It becomes increasingly evident that—

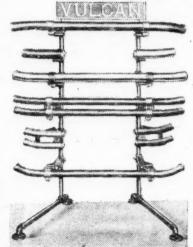
"Loose lugs are behind the times"



HAYES WHEEL COMPANY, Manufacturers, Jackson, Michigan



We Want Car Dealers



A Complete Line-Custom Built

and Distributors

Distributing and Selling Rights Now Are Offered to Business Men in the Industry Who Are in a Position Market a Quality Product.

The New VULCAN
Bar Bumper represents
refinements that are
recognized as the best
in automobile bumper
construction. We'll be
glad to send the fullest
details on request.

WRITE AT ONCE! You want to sell VUL-AN Bumpers in your erritory. Get in touch ith us at once

Vulcan Auto Parts Company 2125-27-29 Race St., Philadelphia, Pa.

British Mfrs. Interested In Aluminum Alloys

ONDON, Feb. 13 (U. T. P. S.).—As in America, British automobile makers are keenly interested in the use of aluminum alloys for replacing steel.

Wheels of cast aluminum, with lid webs between hubs and rims, e 30 per cent lighter than wood d more efficient, British manufacturers claim.

Aluminum brake drums with cas Aluminum brake drums with cast iron linings are recommended by Perrot, the four-wheel brake pioneer. Cast iron is said to provide the best braking material; the aluminum possessing the necessary heat-radiating property.

Other uses for aluminum die castings include magneto and battery components and parts for

components and parts for lighting sets.

The average British automobile contains about forty die stampings, mostly of brass and steel. Many of these stampings will in time be made of aluminum alloy, manufacturers believe.

Thin section castings as low Thin section castings as low as 1/8 inch are used for making aluminum bodies. The most popular alloy so used is composed of 92.5 per cent. aluminum, 0.6 per cent. copper, 1.0 per cent. iron, 4.5 per cent. silicon, 0.2 per cent zinc and 2 per cent manganese. Sand 0.2 per cent. manganese. Sand castings ½ inch in diameter give a tensile strength of at least 16,000 pounds per square inch and a minimum elongation of 3.5 per cent. in

inches.
This alloy is said to be unsuit-ble where stiffness is necessary, the yield point being comparatively

Experience has shown that cast aluminum is heavier than steel pressings by about 11 per cent. in making crank cases. It is thought in many quarters, however, that an aluminum alloy will be available ultimately for this component.

An alloy composed of 94 per cent. aluminum and 6 per cent. copper is said to be particularly suitable for radiator shells. An alloy of aluminum and zinc is out of favor for this purpose, as pinholes appear after polishing.

Records covering several hun-dred thousand castings produced by a number of foundries show that the general average of failures in casting aluminum alloy for auto-mobiles is about 10 per cent.

EQUIPPED WITH BALCRANK

WITH THE TRADE

AC DISTRIBUTOR

Little Rock, Ark., Feb. 13.—The AC Spark Plug Company has ap-pointed the Voss Hutton Company of Little Rock as state distributor for AC spark plugs, AC speedometers and AC air cleaners for Arkan

HAS NEW OFFICES

HAS NEW OFFICES
Kansas City, Feb. 13.—E E. Graham & Co., distributors to the trade
of the Safety Vulcanizing Company's vulcanizing machines and
tire repair equipment and the r equipment and air compressors, Champion air compressors, have opened a showroom and offices on Grand Avenue here. E. E. Graham is head of the company. The company's territory is western Missouri, Kansas and Oklahoma.

INVENTS NEW PROCESS
Minneapolis, Feb. 13.—The Bako
Process Company has invented a
motor car finish which is described
as being "not a lacquer, but an
elastic coating of extreme durability." The Bako company is the sole
manufacturer. The proprietors are
Charles H. Johnson and Homer

RECEIVER APPOINTED
Newark, N. J., Feb. 13.—ViceChancellor Church has appointed
Colin J. Campbell as received for
the Standard Tool and Signal Company, engaged in the manufacture of auto signals and radio devices. The company has assets of about \$5,000 and liabilities of \$8,240.37. The concern was chartered in 1923

EAKIN IN NEW FIELD

Little Rock, Ark., Feb. 13.— John C. Eakin, secretary of the Crow Eurlingame Company, whole sale accessory dealer, has severed his connection with the company to engage in the life insurance business.

ANDRAE INJURED

Milwaukce, Wis., Feb. 13.—Her-man Andrae, president, treasurer and founder of the Andrae Electrical Company, dealer in automo-tive accessories and electric appli-Cincinnati, Feb. 13.—The Cin-innati Ball Crank Company an-ounces that all Auburn cars are ow equipped with Balcrank round ar bumpers.

tive accessories and electric appli-ances, was seriously injured when he was run down by an automo-bile at 28th Street and Grand Ave-nue. He was taken to Emergency Hospital following the accident.

SNOW PLOW OUTWITS DEATH. Path for ambulance carrying man suddenly stricken with acute appendicitis was cleared by this snow plow in Boston last week. Patient reached the hospital in time for successful operation.



TO BOOST INSURANCE RATES

HOUSE ADOPTS GAS TAX Frankfin, Ky., Feb. 13.—A bill providing for a five-cent tax on gasoline passed the House of Representatives of the Kentucky Legislature and now goes to the Senate for consideration.

Parts Business In Healthy Gain

Kansas City, Feb. 13.-Sales of motor replacement parts are 40 to 50 per cent, above this time last year with the General Auto Parts Company. The sales are not especially heavy on any one line, the company reports, but there is a gradual increase in the purchase of complete units.

The Motor Industries Corporation also reports parts business as showing a healthy gain over a rear ago. Orders indicate a tendency on the part of motor car and truck owners to have their repair work done earlier than hereofore, company officials said.

The American Gear Company's

The American Gear Company's factory branch here, opened a few weeks ago, is having an exceptionally heavy run on motor parts.

L. B. Case, the manager, says he is "snowed under" with business. Other companies are reporting Other companies are reporting business good for this time of the

When You Sell SUPERIOR SPRING COVERS ou'll get profit in satisfied cust as well as in dollars and cents! LET US TELL YOU WHY

SPRING EQUIPMENT CORP. 115 W. 63rd St., New York, N. Y.

The sensational success of Hupmobile is also the sound kind that endures.

HUPMOBILE **EIGHTS and SIXES**



New Automotive Equipment

This department is devoted to the newest developments in automo-bile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

FORD FRONT SPRING



The Detroit Steel Products Company, Detroit, is producing a new ten-plate front spring for Ford passenger cars, designed, according to the manufacturers, so that the pany of Milburn. car will ride as easily as if equip-ped with shock absorbers.

The spring depends upon the friction between the leaves for its

friction between the leaves for its soft action. Further dampening of the spring action is obtained from the use of an auxiliary rebound plate beneath the main leaf. Alloy steel is used in all of the plates. Bronze bushings are another feature.



ing torch is being manufactured by the Alexander Milburn Com-It used the standard cutting tips for cutting and the standard welding tips for welding.

The torch has a capacity for cutfrom the use of an auxiliary rebound plate beneath the main leaf.
Alloy steel is used in all of the plates. Bronze bushings are another feature.

Four rebound clips are used instead of the usual two, two being of the clincher type, holding the leaves firmly together to maintain friction between the plates, while the other two are of the conventional type.

ting commercial thicknesses of metal from the lightest weight to twenty-four inches thick. Three super-mixing cutting tips are supplied with each torch. Sizes are provided for either light metal work or for very heavy work. To change from cutting to welding, it is merely necessary to screw the lock nut and insert the proper tip. All welding within range of the process can be done with this torch, it is claimed. ting commercial thicknesses

Automotive Baily News

Published Every Day Except Saturday and Sunday by AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION, 25 City Hail Place, New York, N. Y. DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING. EMPIRE 3568

Entered as second-class matter August 27, 1925, at the post office at New York. N. Y., under the Act of March 3, 1879.

J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, rer; Alexander Johnston, Secretary.

MONDAY, FEBRUARY 15, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500.

Harry A. Tarantous, Advertising Manager, George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shartnek, Western Manager, 188 North Michigan Ave., phone Central 5926, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Macs. Blanchard, Nichols & Coleman, American National Bark Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.; 1937 Henry Building, Seattle, Wash.

Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department-25 City Hall Place, New York, N. Y. Telephone Franklin 2900.

Telephone Franklin 2900.

Alexander Johnston. Editor; Conrad J. Alexander, News Editor; Walter Boynton.

Editor Detroit Bureau. Detroit, Mich. Contributing Editors: John C. Wetmore.

Clyde Johnings.

SUBSCRIPTION RATES
United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.
Single copies, 10 cents.
Foreign subscriptions: One year, \$16.00. Six months, \$7.60.

Copyright, 1926, Automotive Daily News Publishing Corporati

Providing Parking Space

A N interesting sidelight on the traffic congestion problem in American cities is found in the recent announcement from Detroit, telling of the formation of National Garages, Inc., a company formed to erect parking garages in our larger cities. Howard E. Coffin is president of the company and he has with him important men in the automotive and other industries. The new company takes over Detroit Garages, Inc., Chicago Central Garages, Inc., and Pittsburgh Parking Garages, which operate garages of this kind in those cities, and it will build similar structures in other large cities.

The problem of providing the business man who must use his car during the day with a place to store it near the office, while he is not using it, has become acute. Lack of parking facilities in our large cities is cutting down the efficiency of the motor car. The formation of an important company to provide adequate parking space is a proof of the

pressing need of a solution of the problem.

Passenger, Not Pleasure

RITICISM of the members of the Senate who responded so nobly to the call of duty in voting the entire repeal of automotive taxes, is an extremely thankless task. And the only semblance of criticism that the Automotive Daily News has to make is that a number of the honorable members of the upper house in the debate on the tax bills persisted in referring to passenger automobiles as "pleasure cars."

It ought not to be necessary at this stage of the game to cite the fact that "pleasure" as an adjective qualifying car, is just as sensible as it would be if it were applied to Pullman or locomotive. Railway trains carry passengers to social and commercial destinations, yet no one would think of calling a railway train a "pleasure train." The motor car carries passengers under exactly similar conditions, but makes the journey pleasanter, less circumcribed by schedules and usually does it more quickly than the railed carrier.

The use of the word "pleasure" in describing the car implies a lack of economic and commercial value, which is absolutely outside the real facts of the case. We, therefore, earnestly hope that both houses of Congress in further debate on the tax repeal bill will eliminate the offensive "pleasure" and substitute "passenger" in speaking of motor cars which perform the same passenger carrying function in cars which perform the same passenger carrying function in our national life that is supplied in other fields by the railway train and the steamship.

The Leipzig Fair

N February 28 at Leipzig, Germany, opens the trade fair, which has been an important factor in European commercial affairs for a great many years. To this annual exhibition of the products of the manufacturing industries of the world, every country on the globe contributes. Here buyers have a chance to inspect the products of all nations and to cement new connections. Manufacturers have an opportunity of displaying their wares to the buyers of the I. During the past few years automotive products formed an important division of the Leipzig Fair. American manufacturers have been particularly active and many of them will be represented this year. In spite of the financial depression that still holds Germany to a certain extent there is a market there for automotive merchandise and it is worth cultivating, not only for its present value but for its future potentialities.

Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders

By Kessler



Automobile Show Events

DULUTH DEALERS SET DATES FOR ANNUAL SHOW

Duluth, Minn., Eeb. 12.—Duluth's annual automobile show is to be held February 22 to 27, it has been decided by the Duluth Automobile Dealers' Association. Arrangements have been made for the showing of twenty-four of the thirty makes of cars sold in the city, and officials predict that others will be entered.

The armory where the show is to be held is to be decorated under the direction of Charles Tietzel, Chicago.

under the direction of Charles
Tietzel, Chicago.
Officers of the club, who are in

charge of arrangements, are: Stewart Muir, president; R. F. Burke and Phil C. Holgate, vice-presidents; Roy Kent, secretary; Sargent McGonagle, treasurer.

TRUCKS AGAIN SHOWN AT CAMDEN AUTO SHOW

Camden, N. J., Feb. 13 (U. T. P. S.).—Benefiting by a great increase in available floor for the fifth annual automobile show through the erection of Convention Hall here, dealers presented a wider variety of models in the ex-hibiton closing tonight than ever

Trucks were featured in the show again, after being driven out for the past three years by the de-mands for space from passenger

Thirty-three makes of passenger Thirty-three makes of passenger cars are shown, while seven truck models were housed in the east wing of the convention hall. The accessory show occupied the central position in the main building, where all the cars are placed on the same floor level.

DATES ANNOUNCED FOR BLAIR CO. MOTOR SHOW

Altoona, Pa., Feb. 13.—Altoona's eighth annual automobile show will be held on Feb. 18, 19, 20 and 22, the dates for the exhibit-being decided upon at a recent meeting of the Blatr County Automotive Dealers' Association. The show will be the Blair County Automotive Deal-ers' Association. The show will be held in the Motomart Building at Beale Avenue and 26th Street. The association also held its annual reorganization, with Lee E. Frey, presi-dent and general manager of Pena Mo-tors. Inc. Chrysler dealer, being elected president. Other officers chosen follow:

Vice-president, W. K. Stultz of H. L. Stultz & Bro., Paige and Jewett dealer; secretary, H. G. Mock of the G. M. S. Motor Company, Franklin, Durant and Star dealers, and treasurer. H. H. Edgely of 8th Avenue Garage, Chandler deader. The newly elected directors of the dealers' association follow: B. P. Wilkinson, Blair Motor Company, Packard dealer; A. S. Ebersole, National Motor Car Company, Studebaker dealer; W. P. Gettman of Gettman Motor Company, Lincoln and Ford dealer; M. G. Irvine, Llyswen Motor Company, and Messrs, Edgely and Stultz.

HOLYOKE TO HOLD EXHIBIT Holyoke, Mass., Feb. 13 .- The

Holyoke Automotive Dealers' Association will hold its annual automobile show February 25, 26 and 27 in the newly renovated building of the K. R. Charlton Company. Many innovations will be combined with the automobile show.

EXPECT RECORD CROWDS AT KANSAS CITY SHOW

Kansas City, Feb. 13.— More than 250,000 persons are expected to attend the Kansas City automo-bile show, which opens here Mon-day, according to George A. Bond,

day, according to George A. Bond, secretary of the Kansas City Motor Car Dealers' Association, who is handling the show.

Decorations at the American Royal Pavilion, where the show will be held, will embody all the good features of the exhibit in New York.

TO ATTEND SCHOOL

Los Angeles, Cal., Feb. 13.—The first quota of twenty salesmen from Earle C. Anthony, Inc., Packard distributor, has left for Detroit, to attend the school for salesmen con-ducted by the Packard Motor Car

Coming Automotive Events FERRUARY

ing.
Paierean, N. J. Automobile Show.
Logan, W. Va. Third Annual Automobile Show.
Louisville, Ky. Annual Automobile Show.
Louisville, Ky. Annual Automobile Show.
Chattanooga, Tenn. Chattanooga Motor Show.
1.5—Copenhagen, Denmark. Twenty-sixth Annual Automobile and Motorcole Show.

r. 15—Copenhagen, Demmark, Twenty-sixth Annual Automotive cycle Show.

Great Falls, Ment. Eleventh Annual Show.

Peeria, Ill. Automotive Show, fifteenth annual.

Birmingham, England. British Industrail Fair.

Atlanta, Ga. Southern Automotive Jobbers' convention.

Adams, Mass. Automobile Show.

Alteona, Pa. Annual Automobile Show.

Alteona, Pa. Annual Automobile Show.

Albany, N. V. Automobile Show. J. B. Woods, Manager.

St. Louis, Mo. Automobile Show. Arthur Fifoot, manager.

Hartford, Conn. Automobile Show.

Arthur Fifoot, manager.

Albany, N. Y. Annual Automobile Show.

Albany, N. Y. Annual Automobile Show.

Canton, O. Automobile Show.

Omnaha. Automobile Show.

Witker-Barre, Pa. Twenty-first Automobile Show.

Witker-Barre, Pa. Twenty-first Automobile Show.

M. D. Elgin, man Show, 4

wenty-first Automobile Show,
Automobile Show, M. D. Elgin, manager,
rteenth Annual Automobile Show, H. B. Chandler,

MARCH

Springfield, III. Illinois Automotive Trade Association, annual convention. Springfield, III. Eleventh Annual Automobile Show. H. W. Stacy, manager, Evanswille, Ind. Fourteenth Annual Show. Wilnimsten, Del. Eleventh Annual Show. Springfield, Me. Automotive Equipment Association merchandising meeting.

6-13—Boston, Mass. Automobile Show. C. I. Campbell, manager.
6-14—Fort Worth. Tex. Automobile Show.
7-13—Bethiebem, Fa., Automobile Show.
J. I. Elliott, manager.
10-13—Saginaw, Mich.
Automobile Show.
J. I. Elliott, manager.
12-18—Okiahoma City. Okia. Automobile Show.
12-18—Okiahoma City.
Okia. Automotive Equipment Association merchandising meeting.
17-18—Winston-Salem, N. C. North Carolina Automotive Trades Association annual convention.
18—Winston-Salem, N. C. National Automobile Dealers' Association Sales Congress.

28-27—Bridseport, Conn. Automobile Show. 28-Apr. 3—Detroit, Mich. Second Annual Motor Bus Show.

Financial News of the Automotive Industry

G. M. INCREASES . **DIVIDEND RATE ON** COMMON TO 7 P.C.

Action of Directors Reflects Confidence In the Future

JEW YORK, Feb. 13.-Directors of the General Brill Deposit Time Motors Corporation in increasing the dividend rate on the common stock to 7 per cent. from 6 per cent. have demonstrated their faith in of the preferred and common stockthe continuance of prosperous conditions in the automotive industry. The quarterly payindustry. The quarterly payment of \$1.75 a share on common and the regular quarterly of \$1.80 on the deben-tures stock will be made on May 1 to stock of record April 5.

Not earnings of the corpora-tion in 1925, as disclosed in the preliminary report issued, amounted to \$115,980,099, equal after preferred dividends to \$20.99 a share on 5,161,599 com-mon shares. The earnings in-clude \$9,509,722, which is the corporation's propertion of earncorporation's proportion of earn-ings of subsidiary companies in excess of dividends received.

Cash and marketable securities on hand at the end of 1925 amounted to \$145,142,087, according to a statement by Alfred P. Sloan, Jr., president.

The net income of the corporation of t

The net income of the corporation in 1924 exceeded \$51,000,000.

On September 30, 1925, current assets were \$277,135,233 and current liabilities \$79,865,530, showing a balance of \$197,270,703 of net working capital, as compared with \$161,105,281 on December 31, 1924

An extra dividend of \$5 a share on the common stock was declared payable January 7, 1926, and \$1 extra was paid on September 12, 1925. The company has paid dividends continuously on both the preferred and common stocks. The

preferred and common stocks. The total disbursements on common in 1925 amounted to \$12 a share. .

Predictions that the rate would be increased yesterday have been heard for some weeks. There also has been some talk of a possible extra, although it was generally believed that any extra disbursement would be made later in the

believed that any extra dispurse-ment would be made later in the year after the earnings for 1926 are more definitely indicated. The establishment of the com-mon stock on a \$7 dividend basis is not believed to reflect any change in the relieved to the management as in the policy of the management as in the policy of the management as to extra distributions. Extras will be paid from time to time as they are justified by earnings, it is believed. Current earnings of the company are understood to be running well above those of this time a year ago. With a continuation of business throughout 1926 as eatisfactory as at present a new satisfactory as at present, a new high record for earnings might eas-ily be expected

WASHINGTON GAS TAX TOTALS \$254,511 IN JAN.

Olympia, Wash., Feb. 13.-State tax collections during the

gasoline tax collections during the month of January totalled \$254,-511.30, according to State Treasurer Potts, an increase of \$57,342.10 over January collections of 1925.

The total collected by the state from the gasoline tax since it became effective in August, 1921, is \$8,764,576.43. Refunds totalling \$332,425.05, have been made for gasoline used for other than transportation purposes, leaving a ine used for other than horizontation purposes, leaving a \$1,432,151.38 used by the for road building purposes. transportation purposes, leaving a net of \$8,432,151.38 used by the

Tank-Wagon Gas Up 1 Cent a Gallon

New York, Feb. 13.—The Standard Oil Company of New York has advanced the tank-wagon price of gasoline 1 cent a gallon throughout its territory. a galon throughout its territory. Similar action by the Standard of New Jersey and other companies is expected. An advance has been generally predicted since the recent increase in the price of crude oil in the mid-continent territory.

New York, Feb. 13 .- The right holders of J. G. Brill Company to deposit their stock under the plan of consolidation with the Brill Corporation of Delaware, of which the American Car and Foundry Company will have a controlling interest, expires February 15. Up to the present, 96 1/2 per cent. of the preferred stockholders and 91 1/2 per cent. of the common stockholders of J. G. Brill Company have consented to the plan of consolidation.

The right offered to the common tockholders of American Car and Foundry Company to subscribe for two shares of Class A and one share of Class B stock of the new Brill Corporation also expires February 15.

White Motor Company Changes Meeting Date

Cleveland, Feb. 13 .-- Announcement was made today by the White Motor Company that an error had been made in the dates previously announced in connection with the special meeting of stockholders and the time when stockholders of record will be entitled to the stock dividend of 20 per cent. and the rights to subscribe for new stock to be offered at the rate of two-fifths of a share for each share held. The correct date for the stockholders' meeting is March 19.

STEEL MILLS BUSY **ON AUTO BUSINESS**

But General Operations In Industry Fall Off Prices Firm

PITTSBURGH, Feb. 13.-Somewhat of a letdown has been noted in the iron and steel industry during the last week, caused, operators say, Expires on Feb. 15 by the overstocking during the low-price period in December, and as soon as this stock is worked off, the market will again open up. Three furnaces suspended opera-tions during the week. Two in the Youngstown district and one in the Sharon district. The two blast furnaces at Youngstown to shut down were by the Youngstown Sheet and Tube Company in the Hubbard group and the Struthers Furnace Company, both being banked.

Only one of the non-integrated sheet rollers in the Mahoning Valsheet rollers in the Mahoning Valley, catering to the automobile industry, is enabled to maintain capacity operations this month. This interest is the Newton Steel Company. Other rollers are experiencing difficulties in maintaining schedules. Last week, Weddell Steel Company, Niles, was inactive and this week the eight-mill plant of the Falson Steel Company is down for repairs and because of business conditions.

conditions.

Commenting on the keen competition in the full-finished sheet industry. President Edward Ford Clark of the Newton Steel Co. makes this observation: "It is interesting to note that at the beginning of 1924 the price of full finished sheets was \$5.25. At the end of 1924, the price had declined to \$4.60 a hundred pounds, a total of \$15 per ton. In 1925 our price dropped from \$4.60 a hundred to \$4.25, a decline of \$7 per ton, making a total of \$22 per ton. I

Pierce-Arrow Show HUPP EARNINGS \$24,425,581 Assets

New York, Feb. 13 .- The state ment of the Pierce-Arrow Motor Car Company as of December 31, Car Company as of December 31, 1925, shows total assets of \$24,-425,581, against \$24,544,252 at the end of 1924, and a profit and loss surplus of \$2,449,295 as compared with \$903,272. The balance sheet of the Pierce-Arrow Motor Car Company and of the Pierce-Arrow Sales Corporation as of December 31, 1925, compares as follows:— 31, 1925, compares as follows:-

ASS	ETS	
	1925	1924
Prop. account	4,521,369	\$5,233,493
Goodwill, etc	5.800,000	5.000,000
inv. affil. companies	1,284,924	870,151
Inventories	9,372,692	9.691,230
Notes and accts. rec.	929,156	994.359
Misc. inv. and dep	132,187	126,015
Due from government	317.832	
Cash	2,099,895	1,539,533
Deferred charges	867.617	1,080,471
Total	4,425,681	\$34,544,252
LIABI	LITIES	
Pr. preferred stock		\$1,675,000
Preferred stock \$	10,000,000	10,000,000
Common stock	5.562,082	4.077.082
Bonds	3.950.200	4,200,000
Notes payable		2.200.500
Accts. payable, etc.	1,364,168	1,232,777
Cust. dep	115,100	106,700
Federal tax reserve	220,000	
Res. cont	174,736	248,921
Surplus	2,449,295	903,272
Total \$	24.425,581	\$34.544.252
*After depreciation 328,750 no-par share		resented by

believe this is the largest drop in

believe this is the largest drop in price of any steel commodity.
"At the same time there has been a greatly increased demand for a better quality sheet, which has somewhat increased the cost of production and also necessitated our spending considerable money for additional finishing department facilities to meet the demand for this increased quality, and also for additional machinery to help reduce our costs."

SHOW BIG GAIN

Net of \$2,919,464 in 1925 Compares With \$1,095,160 in 1924

New York, Feb. 13.—The Hupp Motor Car Corporation earned in the year ended December 31, 1825, a net profit of \$2,919,464, after depreciation, Federal taxes, new model expense, etc. This is equivalent to \$3.19 a share on \$9,138,090 common stock of \$10 par value, and compares with \$1,095,160, or \$1.19 a share in 1924.

The consolidated income account

for 1925 compare	es as follo	WE:
Sales		1924 \$32,320,766 *36,312,711
Balance Other income	\$7,849,792 168,040	\$2.007.395 428,687
Total income Interest & deprec Development exp Expenses, Federal	\$7,717,832 \$42,815	\$2,436,682 658,688 518,439
taxes, etc	3.855,553	1165,000
Net profit Common dividends	\$2,919,464	\$1.055,160
Surplus*		

Pierce-Arrow Sales Increase 35 Per Cent.

Buffalo, N. Y., Feb. 13.—The financial statement for 1925, just issued by the Pierce-Arrow Motor Car Company, shows an increase of 35 per cent. in sales volume, due Car Company, shows an increase of 25 per cent. in sales volume, due partly to taking over of distribution on Pierce-Arrow products in the Chicago territory by Pierce-Arrow Sales Corporation and partly to wide acceptance of its new models.

French Auto Sales High; No Abatement in Sight

Paris, Feb. 13. — Automobile manufacturers in France, of whom there are a dozen important ones, besides nearly eighty with small output, report that 1925 witnessed output, report that 1925 witnessed total production. It is called the content of t a continuation of the remarkable progress made in this industry since the World War, according to a progress made in this industry since the World War, according to a Dow, Jones review. Sales both at home and abroad continue high, and there is no indication yet of production getting ahead of de-mand. This is the more note-worthy, as imports have been dis-tinctly heavier than in 1924, Amer-ican manufacturers having taken

estima	~			_			-														-	r	2	rs and
																							*	Trucks
Citroen										*			,		ė	e		é	d	è				67.500
Renault											ı.	٠	٠		٠	×	×							45.000
Ford .					×	ĸ	i.		*			٠	×								٠			28,000
Berliot			i	v			e	ě.	×				4	,		÷	٠							10.000
Peugeot																								3,000
Mathis																					×	è	*	5.400
De Dior																								2.500
Delage																								2.500
Palbot																								2.500
Unie																								

colonies and foreign countries are rather less than 30 per cent. of the total production. It is calculated

total production. It is calculated that this year the cars and trucks exported will reach 61,000. Fig-ures for the first eleven months of the year compare as follows w

1925 1924 1925 1924 50.850 38.237 1.733 1.185 4.319 3.831 162 127 worthy, as imports have been distinctly heavier than in 1924. American manufacturers having taken steps to develop sales, chiefly Ford and General Motors.

Reliable estimates of output of cars and trucks for 1925 place the number at 205,000, compared with 150,000 for 1924, though the trade refuses to state the exact figures. Of this total the leading twelve producers account for about 175,000, and their respective output is estimated as follows:—

Number Val. in 600,000 frs.

 The United States is responsible for 14,784 of the cars, with Italy sec-	N 1925 Cars16.129 Trucks 15:	11.158	00 frs. 1924 84
 for 14,784 of the cars, with Italy second but a long way behind with 995.			 ~ ~

HOTEL 104 WEST 70 ST

A HIGH CLASS HOTEL NEAR CENTRAL PARK AND CONVENIENT TO SHOPPING AND AMUSEMENT CENTERS

PRICES RANGING FROM \$15 TO \$1750 WEEKLY WITH THE USE OF BATH; \$35 TO \$42 WEEKLY SITTING ROOM BEDROOM AND BATH

THE ROSE ROOM IS AVAILABLE FOR SOCIAL FUNCTIONS OR BUSINESS CONFERENCES

Current	Commodity	Prices
Current	Commoding	Tittes

New York, Feb. 13.—Firmness in London and a more active inquiry here have tended to put crude rubber prices here slightly higher. A better consumer demand is expected from now on. Virtually all of the large Atlantic seaboard refiners have advanced their price for United States Motor gasoline in bulk half a cent a gallon and are now demanding 12½ cents. In view of the strength in the bulk market an advance in tank wagon prices is expected in the immediate future. Steel operations have fallen off slightly, but there are no indications of any important price changes. any important price changes

STREL PRODUCTS Semi-Finished—Gross Tons	RUBBER M
illets, rerolling	First latex crepe, sp February-March April-June
lates (hot rolled) 1.60a 1.70 lue annealed sheets 2.50a 3.60 lack sheets 3.25a 3.46	Ribbed Smoked Sheets, February-March April-June
uto body	Para-Up-River, fine, st
ot rolled strip	Inner tubes, No. 2 Inner tubes, No. 2 red. Tire, automobile, white
Eastern Pennsylvania 22,00a23.00 IRON AND STEEL SCRAP	Mixed auto tires Reclaimed rubber—ti
(Buying prices, f. o. b., New York.) eavy meiting steel\$12.99212.00	shoe reclaimed, 7c; tube

TOTAL TENNISTIVENIES SE. VOLES. VV	Mixed Edio thes 40.00849.0
IRON AND STEEL SCRAP	Reclaimed rubber-tire reclaimed, 90
uying prices, f. o. b., New York.)	shoe reclaimed, 7c; tube reclaimed, 18c.
melting steel\$12.00213.00 ine shop turnings 9.50210.00	OIL AND GASOLINE
iron borings 9.50a10.50	MOTOR GASOLINE
cast screp 16.00a17.00	Garages (steel barrels) a17
MILL PRODUCTS	Up-State New York 217
prices, cents per pound, f. o. b., mill. brass sheets 18%a —	Single tank cars, delivered, New York 12½aNom
r. in rolls 31%a -	CRUDE PRICES AT WELLS
spot, New York 8.16a 8.20	
EDDL, NEW LUIK	ENDIMINA IL CHILL BIRDY OIL
num, virgin 98a99 % 27 a -	Penn, grade oil in Buckeye P.
SEAMLESS TUBING	in N.Y. Tran. Line Co. lines.\$8.2

in N.Y. Tran. Line
Co. lines....\$2.65 Cabell
28.50 Bradf'd District Corning

pper 24.26	oil in Nat. Tran.Co. lines 3.65	Ragland.
gh brass (round % to 2% in.) 16%2 — pper, rods, round 22%2 —		Somerset.
OLD METALS	Co. lines 8.55 Gaines grade oil	Indiana .
Following are dealers' buying and sell- r prices for large quantities, f. c. b.	Co. lines 3.20	Princeton Illinois
avy machinery com. \$162% 10% a11%	Penn. grade oil in S. W. Pa.	Wooster Waterloo.

Personal Items

LEWIS WINS SALES PRIZE Bowling Green, Ky., Feb. 13.

-W. E. Lewis, president of the Lewis-Overland Company, Over-land and Willys-Knight distribuland and Willys-Knight distribu-tor for Warren county, was awarded first prize for the In-diana-Kentucky district, in the \$35,000 salesmanship contest for November and December, 1925, it was learned today. He was also given a ranking of seventh in the national contest and pre-sented with a bandsome gold watch by the company.

STONE SALES HEAD

Worcester, Mass., Feb. 13.— Everett H. Stone, for years con-nected with Reo sales here, has just assumed charge of both truck and passenger car sales for the Reo Worcester Company.

SNOWBECK MADE OFFICER

St. Paul. Minn., Feb. 13.—C. G. Snowbeck, for several years sales manager for the University Cheyrolet Company, 219 University Ave., has just been elected secretary of the company. He also will continue as sales manager.

CHAFFIN RE-ENTERS FUELD

Charris Re-Estens Family
Cleveland, Feb. 13.—Charles C.
Chaffin, a veteran of automotive
sales in Cleveland, has just been
named sules manager of the
Cataract Motor Sales Company,
8815 Broadway. For the last three
years he has been out of the automobile business. mobile business.

BLIGH TO SELL FORDS

McKeesport, Pa., Feb. 13.—John F. Bligh has just joined the sales force of the Standard Auto Com-pany, Ford dealer here. He will pany, Ford dealer here. have charge of fleet sales.

Advertising Service
Ambu Engineering Institute
Apex Sub Carburetor Co.
Auburn Automobile Co.
Aut-O-Lantern Co.
Automobile Business Bureau

Automotive Rotary Lift Co

announced that G. A. Tripanier, salesman for the Grossman-Kim-ball Company, Minneapolis, was high man for the "72-car club" in 1925, with a total of more than 1,200 points in retail sales on the regional sales record. regional sales record.

LEVY REGAINS HEALTH

Kansas City, Feb. 13.—Melville Levy, head of the Nash-Levy Mo-tors. Nash-Ainx distributor, with Levy, head of the Nash-Levy Motors, Nash-Ajax distributor, with Mrs. Levy, has just returned from a six weeks' vacation in California. He went there for his health, following a major operation. He has returned much improved.

ALBERTSON ENDS TRIP

Los Angeles, Feb. 13.—Fred S. Albertson, head of the Albertson Motor Company, Dodge dealer, has just returned from a transcontinental trip which included visits to nental trip which included visits Detroit, New York and Florida.

=DEALER= DOINGS

STUDEBAKER CUP WON BY LONG BEACH DEALER

Long Beach, Cal., Feb. 13.-The Glenn E. Thomas Company, of this city has just been awarded first prize in the recent contest among southern California Studebaker dealers to determine which has the most efficiently operated business. The prize, a large gold cup, suitably inscribed, is now on display at the firm's showrooms.

NASH AND AJAX DEALER OPENS IN MILWAUKEE

Moon-Diana Motor Car Co. Morris R. Machol

Morse Chain Co.

Milwaukce, Wis., Feb. 13.-The TRIPANIER SALES LEADER
Minneapolis, Feb. 13.—L. B.
Barnes, sales manager for the
Chevrolet Motor Company, has just

Morthern Motor Sales - Company, has just been organized here to deal in Nash and Ajax cars. The company is temporarily located at 775 20th St., but is erecting a build-

ing at 18th Street and North Avenue. Fred Boddenhagen is president of the company, John McCabe vice-president, and Arthur Jacobs secretary-treasurer

KRIESEL IN CONTROL OF ST. PAUL DEALERSHIP

St. Paul, Minn.; Feb. 13.-R. R. Kriesel, secretary-treasurer of the Midway Chevrolet Company, 1643 University Ave., has purchased the entire stock interests of F. G. Kemper, president, and has suc-ceeded to the presidency.

NEW PEERLESS DEALER LEASES SALESROOM

Seattle, Feb. 13.—C. A. Little, who will open a dealership here soon for Peerless cars, has leased a location at Belmont and East Pike.

TAKES OVER DEALERSHIP
FOR WILLYS AND OVERLAND
Greenville, Pa., Feb. 13.—E. S.
Hoffman and J. C. Smock, trading as the Brookside Garage, at Hadley, near here, have just taken over the dealership for Willys-Knight and Overland cars, formerly held by a dealer here.

CADILLAC DEALERSHIP
OPENED IN ELGIN, H.I.
Elgin, Ill., Feb. 13.—A new Cadilac dealership for this city has just been opened under the management of J. W. Taft. It occupiés a new \$20,000 building built for its own use at 228-230 North State St.

NEW INCORPORATIONS

ILLINOIS

Springfield, III., Feb. 13.—New automotive incorporations in this state include:—Brown and White Cab Company of Chicago, \$23 East Marquette Road, Chicago, \$5.000; Oscar Anderson. Robert H. Stewart and Lewis Tilman Murley; operate taxicabs for public nire.

Johnson Brothers Transfer Company, 241 Centerville Ave., Belleville; \$3.000 and 30 shares no par value; Fred A. Johnson. Charles O. Johnson and Emma Johnson; convey, deliver and handle, by motor trucks, cars or automobiles, goods, wares and merchandise.

Johnson Motor Products Company, 303

nd merchandise.
Johnson Motor Products Company, 308
Sorta Sheldon St., Chicago: \$15,000 and
50 shares no par value; manufacture and
cal in machinery, fixtures, mechanical
nd electrical devices, products, etc.; Waler C. Beaver, B. M. Johnson and Jay M.

thur E. Brake. Otto Tichy. Frank Tichy.
Jr.. Thomas Kodydek and Frank May.
Sanders, Inc.. 607-615 East Jefferson
St. Joliet. \$40,000; Jacob Sanders. Ben
Sanders, Edward Sanders and Albert
Sanders, Edward Sanders and Albert
Sanders, Edward Sanders and Albert
Ogle Transportation Company. 625
North 11th St., DeKalb, \$15,000; buy and
sell automobile trucks, engage in the business of stock foods, transportation of
lives oct and other commodities. Mabel
Ogle Sanders of Sande

anged name to T. W. Burton Motor impany. Zebb Motor Company, Chicago, changed me to Kedzie-Sunnyside Garage. Central Auto Equipment Company, rinefield, increased stock from \$50,000 \$140,000, International Accessories Corporation.

to \$149,000, International Accessories Corporation, Chicago, dissolved, Federal Motor Supply Company, Inc., Chicago, dissolved, The Purple Cab Company, Danville, increased capital stock from \$15,000 to \$50,000.

Classified Advertising

CLASSIFIED RATES
5c word (per daily insertion)

AGENTS

AGENTS—To sell headlight switch. Ford water pump, inner rings. Liberal com-missions. Han-dee Accessories Company, 1152 East 65th 8t., Chicago, III. FOR SALE

FOR SALE—Patent for tire spreader that is different than others, easier to operate and can be manufactured and sold at a reasonable price. Geo. W. Humfrey, 1908 W. Court, Flint, Michigan.

"Geteing this information daily is a great help to anyone who is trying to keep abreast with conditions."

Dreunen Motor Car-Company

H.A.DRENNEN. SAM JONES, DON DRENNEN,



Birmingham, Ala.

Nov. 21 1925

Automotive Daily News, 1926 Broadway, New York City

Attention Mr. Alexander Johnston, Editor

Your Daily News has been a wonderful help to me as I formerly subscribed to the Wall Street Journal but find that you give practically the same articles at the same time and get them out daily. Getting this information daily is a great help to anyone who is trying to keep abreast with conditions and the reading matter, aside from being interesting and essential to one who is managing a business, affords a great deal of publicity which can be passed on to salesmen and used in the newspapers, etc. newspapers, etc.

We wish you continued success, and with kindest regards, we are

Yours very truly,

DRENNEN MOTOR CAR CO.

AmArenne Vice-President

DWD: A

Use this coupon to keep the Automotive Daily News coming daily

AUTOMOTIVE DAILY NEWS, 1926 Broadway, N. Y. City, N. Y.

Gentlemen:

Enter my subscription at once for the AUTOMOTIVE DAILY NEWS, and note the terms I have indicated below.

6 Months at \$6.00	

I enclose \$,	0	r		vi	1	ı	d	**	5 .					٠	
NAME	 			 								•								•
ADDRESS	 														*	100				
Cit								c	4.	_										

Morris R. Machol
Morse Chain Co.
Moto-Meter Corp.
Murray Body Corp.
Nestler Rubber Fusing Co.
New Departure Mfg. Co.
Nichols-Lantern Co.
No-Carb Sales Co.
Oakland-Postiac Motor Car Co.
Olds Motor Works
Owen Dyneto Corp.
Paige-Detroit Motor Car Co.
Pines Winterfront Co.
Pines Winterfront Co.
Portland Cement Association.
Rawlings Co. of America, Ltd.
Rickenbacker Motor Co.
Roffman Rim Co.
Roffman Rim Co.
Rognon Mfg. Co.
Sartometer Sales Co.
Schutte Body Co.
Simplex Piston Ring Co.
Spittof Electrical Co.
Spittof Electrical Co.
Spring Equipment Corp.
Staynew Filter Corp.
Staynew Filter Corp.
Stewart Motor Corp.
Stutz Motor Car Co. of America
Sum Oil Co.
Swan-Haverstich, Inc.
Ternstedt Mfg. Co. Automotive Rotary Lift Co.
Bear Mfg. Co.
Bendix Brake Co.
Benj. Van Why Body Co.
Blu-Blaze Specialty Co.
Bonney Forge & Tool Co.
Buick Motor Car Co.
Byrne-Kingston Co.
Cadillac Motor Car Co.
Chassis Lubricating Co.
Chevrolet Motor Co.
Clark Equipment Co. Chevrolet Motor Co.
Clark Equipment Co.
Clark Equipment Co.
Continental Motors Corp.
Dansville Trunk Corp.
Dayton Steel Foundry Co.
Dodge Brothers
Dunlop Tire & Rubber Co.
Durant Motors, Inc.
Eezce Mfg. Co.
Elear Motor Car Corp.
Electric Auto Lite Co.
Elks Magazine
F. B. Stearns Co. F. B. Stearns Co. Federal Truck Co.

WATCH THIS LIST GROW

Advertisers Who Use the

Automotive Daily News

Federal Truck Co.
Fisher Body Corp.
Flint Motor Car Co.
Franklim Automobile Co.
Frick Brothers
Furness-Bermuda Steamship Co.
General Motors Corp.
Hampden Auto Top Mfg. Co.
Hardie Mfg. Co.
Haves Wheel Corp.
Herman Tire Bldg. Mach. Co.
Hewitt Rubber Co.
Hupp Motor Car Corp.
Improved Gauge Corp.
John Warren Watson Co.
J. H. Newmark, Inc.
Juhasz Carbureter Co.
Kellogg Mfg. Co.

Kellogg Mfg. Co. Locomobile Co. of America Manhattan Insulated Wire Co.

Suntz Motor Car Co. of Amer Sun Oil Co.
Swan-Haverstich, Inc.
Ternstedt Mfg. Co.
U-Kan Plate Corp.
United Sales, Inc.
U. S. Light & Heat Corp.
Van Wheel Corp.
Velie Motors Corp.
W. L. Rowe, Inc.
Weisman Luggage Mfg. Co.
Willys-Overland, Inc.
Wire Wheel Corp. of America
Wisconsin Parts Co.
Wise Industries
White Motor Co.
Wonderlamp Co.